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Date: 1/14/2011 9:44 AM
Subject: CCO/Tacoma
CC: "KATHY SWOYER" <kathys@kenyondisend.com>
Attachments: Sign Code Schedule - Draft (8-12-10) (2).pdf

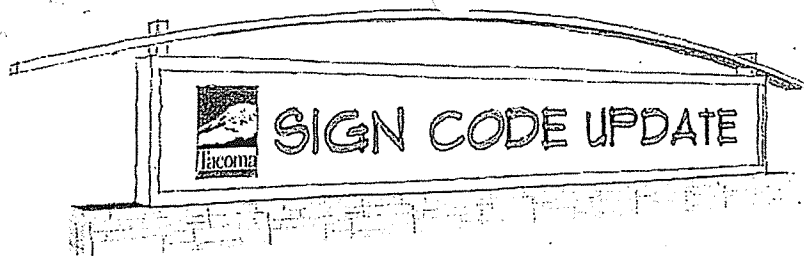
Good morning, Paul! I met with the City regarding the adoption schedule. It appears from the code requirements for outreach, public notice and deliberative process that an earlier adoption date is not possible. By way of background, I attach to this e-mail the original schedule that follows the City's normal process for these types of matters. As you can see, a July adoption date is moving at the speed of light for this City. I trust that Clear Channel has seen enough significant work on the part of the City to understand that it is acting in good faith to implement the settlement agreement.

As I didn't see a CCO representative at the Council Committee meeting on Tuesday, I would like to provide an update for you. The Council was briefed on the various policy issues related to the code revisions. They asked very good questions which evidenced their commitment to implementation of the settlement. At their previous meeting they had asked for some information regarding traffic safety. The City's Engineering Department made a presentation which concluded that there was nothing definitive stating that digital billboards were unsafe and that the City would just want to be sure that it regulated light levels and flashing/scrolling movements – all things which CCO has agreed to.

Finally, I received some more information regarding billboard size. There is little concern if CCO converts a large billboard to a large digital billboard – as it doesn't impact the area in a significant way. The concern arises if CCO converts a poster to a digital bulletin, as that would be a significant impact for the area. It seems to me that this is easily dealt with as it is within CCO's control as to what size billboard they convert to digital. The only time the size issue would arise would be if CCO put a billboard in a location where there currently are none and it would not be a conversion. Let's chat through this, when you have a moment.

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EXHIBIT A



Draft Schedule
August 11, 2010

DATE	EVENT
July-August	Establish internal work teams, schedule, public outreach plan and begin benchmarking Conduct research on best practices for sign regulations
August-September	Work teams conduct a comprehensive review of sign code provisions in Chapter 13.06 (Zoning) and in other Municipal Code sections for consistency, needed updates, and issues of concern. Review Comprehensive Plan policies pertaining to signs Develop initial scope of review for update based upon completion of code review Compile stakeholder/notification list
October	Planning Commission initial presentation on findings from plan and code review, draft scope of potential code revisions, schedule and public outreach plan
October-November	Internal team continues code review, benchmarking, and other research and begins work on analyzing options to address key issues
November	Establish Stakeholder Technical Review Committee and hold initial meeting
December	Planning Commission presentation on key policy issues, benchmarking and potential options for code revisions; Commission provides direction to staff on how to proceed
December-January 2011	Refine draft code proposals and options Review with Stakeholder Technical Committee
January-February	Conduct public outreach including community workshop, presentations to Community Council, Cross-District Association, others as needed or requested.
February	Compile public comments and develop potential changes to proposed options
March	Planning Commission discussion of community input and possible code revisions to address concerns
February-March	Work team refines code revisions and develops preliminary draft for internal and external stakeholder review
March	Review preliminary draft with Stakeholder Technical Committee
April	Planning Commission discussion of preliminary draft of sign code amendments
April	Potential Second Community workshop
May	Work team develops revised draft for public review and comment and develops staff report Prepare public hearing notice and mandated 60 day notice to state agencies Prepare SEPA checklist
May	Review revised draft with Stakeholder Technical Committee

Continued on Next Page

DATE	EVENT
June	Planning Commission final review and authorization for public distribution of draft code amendments Commission sets Public Hearing date
June	Distribution of public hearing notice and draft amendments for public review and comment (<i>property owners, stakeholders, agencies, departments, organizations, Neighborhood Councils, business districts, adjacent jurisdictions, State agencies, libraries, etc.</i>) Issue preliminary SEPA Determination and circulate for comment Public notice, draft amendments, staff report, SEPA determination, etc. forwarded to Council in CMO Weekly Letter Prepare and publish required notices in newspapers
June-July	Public Review and comment period on draft amendments
July	Planning Commission Public Hearing on draft sign code amendments
July-August	Oral and written comments on draft amendments are compiled, key issues identified and staff responses developed
August-September	Planning Commission discussion of hearing testimony and staff responses; direction provided on possible revisions to draft code
August-September	Develop recommended draft code based upon Commission direction, prepare draft Findings and Recommendations Report and draft Recommendation Letter
September	Commission makes its recommendations to City Council on draft amendments, approves Findings and Recommendations Report and Recommendation Letter
September	City Council adopts Resolution to set their public hearing
September	Staff compiles the official records of the Planning Commission's review and action and forwards to City Council Staff prepares public notice for City Council public hearing
September	Public Review and comment period on recommended amendments
September	Staff presents Commission's recommended amendments at City Council study session
September	City Council Public Hearing
September-October	Staff responds to Council questions and, if requested, prepares revisions to recommended amendments
October	City Council First and Second Reading of adopting ordinance
November 1, 2011	Effective Date of revised regulations